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Best on Earth

GLADIOLI

# GEORGE J. JOERG, INC.

Growing Gladioli

since 1880

New Hyde Park, Long Island, New York

## GLADIOLUS BULBS

WE GUARANTEE all stock to be of the very highest quality, and true to name, and although we exercise the greatest care in filling orders, an error may once in a while occur, in which case we will gladly replace stock incorrectly named.

REMITTANCES should be made by Post Office Money Order, Express Money Order, or Check... If currency is sent, the letter should be registered. Do not send coin or stamps. We disclaim all responsibility when remittances are not made as above directed.

All Bulbs, Roots and Plants purchased at "Each" and "Dozen" rate are sent prepaid. Packing and Delivery free of charge, post free or express charges prepaid.

### Joerg's Novelties in Gladioli

**FAIR GIRL.** A delicate shade of blush pink, toning to almost pure white with lavender veins. Lower petals are mottled and veined with purple.

Each 25c.

**FIREGLOW.** A flower of beautifully rounded petals moulded into beautiful outline. Petals are bright rose at margins delicately blending to blush, thence to pure white in the throat. Lower petals show a scarlet disc in the throat with a distinct yellow band across the center.

Each 20c.

**FURNACE.** A beautiful salmon-orange Seedling of Concolor with a crimson scarlet throat, mottled with orange-yellow. The brilliancy of the contrast of these shades is remarkable and quite distinct as a new color.

Each 25c.

**HYDE PARK SUNSET.** One of the most brilliant Gladioli we have ever seen. It is clear dazzling orange-scarlet, mottled with deep scarlet and orange in the throat. Where bright color is wanted, nothing can equal this for a border or cut flower.

Each 20c.

**DELIGHTED.** 1929. One of our most promising introductions for 1931. Flowers are creamy white, later turning to pure white, with a most fascinating tint of fawn yellow in the throat, veined crimson, blue anthers. Petals have a tough leathery texture. Flowers all facing one way in a huge sturdy spike. A splendid exhibition variety.

Each 25c.

**DEAREST.** Ruffled. A glorious flower of the most delicate tints. The ground color is a flesh pink blending through salmon to a rich pink at the tips, mottled and striped with crimson. The throat is yellowish and striped violet. Petals broad and overlapping, beautifully crimped and crinkled. Flowers large and open, evenly spaced, all facing one way, vigorous growth.

Each 50c.

**NOBLESSE.** A milky white bloom, showing the faintest suspicion of blush; in the young state, it may be called a blush pink. Flowers are large and borne in a huge spike, all seem to open simultaneously which is a distinct advantage in Gladioli. Petals have a delicate shell-like texture.

Each 20c.

**SUNSPOT.** A flower of gorgeous brilliancy, showing a lovely blend of brilliant scarlet, and salmon in the throat. A violet vein runs down the center of the lower petals. Flowers evenly and thickly placed to form a huge compact spike.

Each 20c.

**WHITE HALLEY.** Has all the characteristics of the well-known favorite, but the flowers are almost

pure white, showing the pinkish blush shade on the outer third of the petals. A flower of very delicate coloring but a strong and prolific bloomer; will eventually become a prominent commercial variety for cutting.

Each 10c.; dozen, \$1.00.

**JOERG'S "YELLOW PRIM."** The flowers are extremely large, wide open, without that "hooded" appearance of the old Primulinus types. With the ever-increasing popularity of this highly decorative class, we believe "Yellow Prim" will be accepted as a remarkable meritorious improvement to the class.

Each 10c.; dozen, \$1.00.

**JOERG'S WHITE PRIM.** The plant inherits the typical light graceful spike of the Primulinus family, while the flowers, of perfect Primulinus form, are of the purest snow-white. The lower petals are pale yellow down in the throat, with the faintest rose veinings.

Each 25c.

**GEORGE J. JOERG.** Is a brilliant flower, the bud being at first intense carmine-scarlet, toning out as it develops into a beautiful rich salmon-pink. Each petal has a distinctly blanched central rib, the lower petal shows a perfect triangular tongue of creamy yellow, the apex to the front, the base passing abruptly to a rich firey scarlet zone with a central deep crimson-maroon blotch.

Each 30c.

**JOERG'S FAVORITE.** A most uncommonly handsome seedling, particularly for those who adore brilliant art colorings. The ground color is a pale cream, feathered and splashed with bright crimson veins and blotches, a remarkable blend when contrasted with the bright orange throat.

Each 35c.

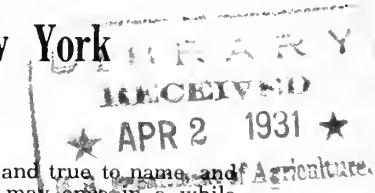
**JOERG'S ARLENE.** A most uncommon color in Gladioli and bound to be pleasing to the ladies. The ground is a uniform pale rose-pink shading in the throat to a pale flesh-pink, with deep crimson base. The lower petals are marked on the inner two-thirds with a bright, velvety, crimson-scarlet zone, which extends clear across the petal in a semi-circular form and extends way down into the throat. The petals are round and overlap to form a full flower of beautiful outline.

Each 25c.; dozen, \$2.50.

**JOERG'S WHITE.** The lower flower on this spike measured  $5\frac{1}{2}$  inches across. It is of the purest glistening snow-white. Five petals in each flower show no other color whatsoever. The lower petal shades to a creamy yellow in the throat, with light crimson veinings.

Each 30c.; dozen, \$3.00.

1931



# New and Standard Named Gladioli

**AMERICA.** Beautiful lavender-pink.

Each 7c.; dozen, 75c.

**ALICE TIPLADY** (*Primulinus*). Bright orange, large open flowers, graceful stems; splendid decorative cut flower.

Each 7c.; dozen, 75c.

**AMERICAN BEAUTY.** Rosy red with creamy throat;

Each 10c.; dozen, \$1.00.

**ANNA EBERIUS.** Deep velvety-purple with deeper throat; splendid spike.

Each 10c.; dozen, \$1.00.

**ALBATROSS.** Large white. New.

Each \$1.50.

**ALBANIA.** Extra good white.

Each 8c.; dozen, 85c.

**ATTRACTION.** Rosy crimson with white throat; well formed spike.

Each 8c.; dozen, 85c.

**ARIZONA ROSE.** Clear rose-pink; large flower and spike.

Each 8c.; dozen, 85c.

**AUTUMN QUEEN.** Almost a white, with scarlet blotch on lower petal.

Each 8c.; dozen, 85c.

**APRICOT GLOW.** Soft apricot, one of the best new prims.

Each 20c.; dozen, \$2.00.

**BARON J. HULOT.** Dark violet-blue; one of the best of this shade.

Each 10c.; dozen \$1.00.

**BEN LOMOND.** Clear yellow, lower petals golden olive, with garnet stripe.

Each 15c.; dozen, \$1.50.

**BEATRICE** (New). Cream, veined pink; very large.

Each 25c.; 3 for 65c.

**BERTY SNOW.** One of the very best lavenders.

Each 60c.; dozen, \$6.00.

**BLEEDING HEART.** Pink with large red blotch, many open.

Each 75c.; dozen, \$7.50.

**BLUE JAY.** A very fine lavender-blue with milky-white throat; a great favorite.

Each 20c.; dozen, \$2.00.

**BREAK o'DAY.** Soft La France pink; yellow throat.

Each 20c.; dozen, \$2.00.

**BRENCHLEYENSIS.** Brilliant scarlet, tall, well formed spike; splendid for cutting.

Each 6c.; dozen 60c.

**CATHARINA.** An early flower of a beautiful lavender shade with heliotrope blotch.

Each 20c.; dozen, \$2.00.

**CANARI.** Fine yellow *Primulinus*.

Each 10c.; dozen, \$1.00.

**CARMEN SYLVA.** Tall, graceful, well-arranged spike of white flowers, slightly veined violet.

Each 10c.; dozen, \$1.00.

**CHICAGO WHITE.** A well known market variety; good under glass.

Each 10c.; dozen, \$1.00.

**CONSPICUOUS** (New). Very fine light blue with dark blotches, yellow center, strong growing, vigorous. It makes numerous large bulblets which

often bloom the first season. A beautiful variety.

Each 20c.; dozen, \$1.75.

**COPPER BRONZE.** Large coppery bronze, prim.

Each 15c.; dozen, \$1.50.

**CRUENTUS SUPERBA.** Very large red; tall spike.

Each 20c.; dozen, \$2.00.

**CRYSTAL WHITE.** Clear white; early flower, not very large.

Each 8c.; dozen, 85c.

**CRIMSON GLOW.** Rich crimson; large open flower and good spike.

Each 10c.; dozen, \$1.00.

**DIANA.** A beautiful flower of rich crimson; perfect shape and large spike.

Each 10c.; dozen, \$1.00.

**DOROTHY McKIBBIN.** A ruffled type; rich pink, mottled rose.

Each 10c.; dozen, \$1.00.

**DR. F. E. BENNETT.** Flame scarlet over peach red; large.

Each 15c.; dozen, \$1.50.

**DR. NELSON SHOOK.** Deep tyrian rose, lighter throat, strong grower.

Each 20c.; dozen, \$2.00.

**DUCHESS OF YORK.** The best blue Gladioli, the flowers are large, of the finest form and well placed on the spike.

Each 15c.; dozen, \$1.50.

**EARLY SUNRISE.** This is one of the very earliest of the large flowering Gladiolus. It makes a large, heavy spike and the flowers have brought the highest prices. The color is flame red overlaid with a silver sheen.

Each 10c.; dozen, \$1.00.

**EMILE AUBRUN.** Coppery bronze, cherry red throat blotch.

Each 20c.; dozen, \$2.00.

**EMPEROR OF INDIA.** Deep crimson-maroon; one of the darkest of all "Glads."

Each 15c.; dozen, \$1.50.

**E. J. SHAYLOR.** Rose pink, intensified at outer edges of petals, which are prettily ruffled.

Each 10c.; dozen, \$1.00.

**ETHLYN.** Prim, orange yellow.

Each 10c.; dozen, \$1.00.

**EVELYN KIRTLAND.** Rich rosy-pink, tipped red, with lighter shade in throat; lower petals blotched with crimson.

Each 10c.; dozen, \$1.00.

**FASCINATOR.** Salmon-pink, tinted carmine with paler throat.

Each 10c.; dozen, \$1.00.

**FIRE KING.** Rich fiery scarlet; very effective cut flower.

Each 10c.; dozen, \$1.00.

**GLORIANA.** Golden salmon, with yellow throat; very rich.

Each 10c.; dozen, \$1.00.

**GIANT NYMPH.** Tall light pink, cream yellow throat.

Each 8c.; dozen 85c.

**GIANT WHITE.** A good white, but only a "pigmy" compared to "Joerg's White."

Each 10c.; dozen, \$1.00.

## " BEST ON EARTH " GLADIOLI

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**GOLDEN KING.** Clear yellow with crimson blotch in the throat.      Each 10c.; dozen, \$1.00.

**GOLDEN DREAM.** Clear deep golden yellow      Each 20c.; dozen, \$2.00.

**GOLDEN GATE.** Golden-orange, throat feathered red.      Each 8c.; dozen, 85c.

**GOLDEN MEASURE.** One of the best in the yellow class; large flowers of rich golden-yellow.      Each 10c.; dozen, \$1.00.

**GOLD.** Rich yellow, with deep golden throat; faintly streaked; flowers are large on a well-formed spike.      Each 10c.; dozen, \$1.00.

**GRETCHEN ZANG.** Tall spike of geranium pink, with carmine stripes in throat.      Each 8c.; dozen, 85c.

**HALLEY.** Lovely salmon-pink. Early, good under glass.      Each 7c.; dozen 75c.

**HELEN PHIPPS.** Very early, deeper in color than its parent, W. H. Phipps.      Each 40c.; dozen \$4.00.

**HERADA.** A much fancied shade of deep lilac-mauve.      Each 8c.; dozen, 85c.

**HARBINGER.** Grenadin red, blended orange and salmon.      Each 20c.; dozen, \$2.00.

**HEAVENLY BLUE.** Pale sky blue, a very fine light blue.      Each 35c.; dozen, \$3.50.

**IDA VAN.** Bright red shading to carmine-pink.      Each 7c.; dozen, 75c.

**I. S. HENDRICKSON.** White, flamed bright pink.      Each 10c.; dozen, \$1.00.

**JACOB VAN BEIJEREN.** Violet, self color, tall.      Each 15c.; dozen, \$1.50.

**JEWEL** (*Primulinus*). A fine salmon-pink with golden yellow throat.      Each 8c.; dozen, 85c.

**JANE ADDAMS.** Very large lavender.      Each 50c.; dozen, \$5.00.

**KARL VOLKERT.** An improved "Prince of Wales" and earlier than "Halley."      Each 10c.; dozen, \$1.00.

**LA COURONNE.** A very striking flower of beautiful creamy-white, edged creamy-yellow, lower petals blotched dark maroon.      Each 15c.; dozen, \$1.50.

**LE MARECHAL FOCH.** Apple-blossom pink with carmine center; huge flowers well placed on spike; early.      Each 7c.; dozen, 75c.

**LONGFELLOW.** Excellent pink, perfect spike.      Each 10c.; dozen, \$1.00.

**LOS ANGELES.** Shrimp pink with carmine throat.      Each 10c.; dozen \$1.00.

**LOVELINESS.** Pale cream suffused with apricot.      Each 10c.; dozen, \$1.00.

**LOUISE.** A magnificent new lavender. Very large wide open flowers with dark wine penciling on lower petals.      Each 10c.; dozen, \$1.00.

**MARMORA.** Giant rich smoky lavender with purple blotch.      Each 60c.; dozen, \$6.00.

**MARIETTA.** Salmon tinted orange, large blooms.      Each 10c.; dozen, \$1.00.

**MARC MICHELI.** Delicate pale lilac, the tip of each petal rich violet, terminating in a yellow line. Lemoine type, very odd.      Each 25c.; dozen, \$2.50.

**MARY FENNELL.** Tall, light-lavender with primrose throat; splendid and attractive cut flower.      Each 10c.; dozen, \$1.00.

**MAIDEN'S BLUSH** (*Primulinus*). A free-flowering and exceedingly early variety of exquisite blush-pink. Best of all under glass.      Each 7c.; dozen, 75c.

**MEPHISTO.** Bright orange-scarlet; a brilliant and uncommonly handsome garden variety.      Each 8c.; dozen, 85c.

**MINUET.** Beautiful clear lavender.      Each 50c.; dozen, \$5.00.

**MISS HELEN FRANKLIN.** (*Ruffled*). A good white with faint lavender markings; flowers well placed on stem.      Each 10c.; dozen, \$1.00.

**MR. MARK.** Clear lavender-blue with violet blotch.      Each 15c.; dozen, \$1.00.

**MRS. LEON DOUGLAS.** Rose-pink veined scarlet.      Each 8c.; dozen 85c.

**MRS. DR. NORTON.** Creamy-white, tipped pink, with pale yellow throat. A very handsome "picotee"-like flower.      Each 8c.; dozen 85c.

**MRS. F. C. HORNBERGER.** Pure white.      Each 15c.; dozen \$1.50.

**MRS. FRANK PENDLETON.** A variety of extreme beauty and wide popularity. Color is clear rose with crimson blotches.      Each 10c.; dozen, \$1.00.

**MRS. F. C. PETERS.** New. Delicate rosy lilac edged white, with central crimson blotch.      Each 8c.; dozen, 85c.

**MRS. FRANCES KING.** Brilliant vermillion-scarlet; tall spike makes it a splendid and effective cut flower.      Each 8c.; dozen 85c.

**MRS. H. E. BOTHIN.** White, flamed with pink, with deep scarlet throat; ruffled petals.      Each 10c.; dozen, \$1.00.

**MRS. VAN KONYNENBURG.** New Dutch blue variety; very scarce.      Each 35c.; dozen \$3.50.

**MRS. WATT.** Clear wine-red.      Each 8c.; dozen, 85c.

**MURIEL.** Lovely light blue with dark throat.      Each 15c.; dozen, \$1.50.

**MRS. P. W. SISSON.** Brilliant cameo-pink.      Each 10c.; dozen, \$1.00.

**NEZINSCOTT.** Bright blood-red, with deep crimson blotch.      Each 8c.; dozen, 80c.

**NIAGARA.** Cream and canary-yellow, splashed carmine.      Each 8c.; dozen, 85c.

**ODIN.** Deep salmon pink with carmine blotch.      Each 10c.; dozen, \$1.00.

**OPALESCENT.** Wonderful large spikes of delicate rose lavender. A pure self color with soft lilac lines in throat.      Each 10c.; dozen \$1.00.

# GEORGE J. JOERG, INC., NEW HYDE PARK, L. I., N. Y.

<b>ORANGE GLORY</b> , (Ruffled). Bright orange with paler throat; an exquisite color and splendid spike.		ashes of roses on the edges of petals. Very unique in color
Each 10c.; dozen \$1.00.	Each 10c.; dozen, \$1.00.	
<b>ORANGE QUEEN</b> . Orange yellow, with small red stripe on lower petals, and a color not heretofore existing in Gladiolus.	Each 10c.; dozen, \$1.00.	<b>RUBY KING</b> . Intense, dark, ruby-red.
PANAMA. Light rosy-pink; early; good for cutting.	Each 8c.; dozen, 85c.	Each 10c.; dozen, \$1.00.
PERSIA. Tall spike of deepest maroon.	Each 10c.; dozen \$1.00.	RUFFOLACE. Very large, purest white; ruffed and fringed.
PEACE. White with lighter throat; tall, vigorous grower.	Each 7c.; dozen, 75c.	Each 10c.; dozen, \$1.00.
PINK BEAUTY. Rosy-pink with crimson blotches; extremely early.	Each 8c.; dozen, 85c.	<b>SCARLANO</b> (Ruffled). A brilliant and most striking flower of rich orange-red.
PINK PERFECTION. Delicate apple-blossom pink; large flowers on a graceful, tall, wiry stem.	Each 10c.; dozen \$1.00.	Each 10c.; dozen, \$1.00.
PINK WONDER. Large pointed flower of clear pink; good spike.	Each 10c.; dozen, \$1.00.	<b>SCARLET WONDER</b> . Large crimson scarlet, with yellowish throat.
POLAR STAR. A white variety that came from the coast with a great reputation. Our "Joerg's White" surpasses it in every way, size, purity and form.	Each 10c.; dozen, \$1.00.	Each 15c.; dozen, \$1.50.
PRIMUNELLA. Cream and peach-pink; lower petals yellow, striped carmine.	Each 10c.; dozen, \$1.00.	<b>SCARSDALE</b> . Lavender-pink, shading to old rose; wide open flowers, good spike.
PAUL PFITZER. Brilliant velvety purple; very large.	Each 40c.; dozen \$4.00.	Each 7c.; dozen, 75c.
PFITZER'S TRIUMPH. Largest and finest gladiolus; flaming salmon with cherry blotch.	Each 40c.; dozen, \$4.00.	<b>SCHWABEN</b> . A vigorous spike, with large compact mass of flowers; color clear yellow with crimson throat.
PRINCE OF WALES. An early, large-flowered variety of a delightful salmon shade.	Each 8c.; dozen, 85c.	Each 8c.; dozen, 85c.
PRINCE OF INDIA. Smoky gray, pencilled with slaty blue.	Each 25c.; dozen \$2.50.	<b>SEABROOK GEM</b> . Very fine clear pink; splendid for cutting.
PRINCEPINE. Brilliant carmine with large white triangular blotch.	Each 8c.; dozen, 85c.	Each 15c.; dozen, \$1.50.
PURPLE GLORY. A glorious "Glad"; rich rose deeply suffused with purple, with a velvety-purple throat.	Each 10c.; dozen, \$1.00.	<b>SOUVENIR</b> ( <i>Primulinus</i> ). Beautiful, rich canary-yellow; tall, graceful spike.
RADIANCE. Very fine rosy pink; enormous flowers.	Each 10c.; dozen, \$1.00.	Each 8c.; dozen, 85c.
ROMANCE. Orange-red with purple.	Each 10c.; dozen, \$1.00.	<b>SCARLET PRINCEPS</b> . Large spike of massive crimson-searlet flowers, 5 to 6 open at one time.
ROSE ASH. Peculiar soft old rose tones fading to	Each 10c.; dozen, \$1.00.	Each 10c.; dozen, \$1.00.
		<b>TEBOUBADOUR</b> . Dahlia purple; tall.
		Each 75c.
		<b>TWOTINT</b> . Pink, shaded white, suffused with yellow.
		Each 8c.; dozen, 85c.
		<b>TYCKO ZANG</b> . Brilliant salmon-pink.
		Each 8c.; dozen, 85c.
		<b>VEILCHENBLAU</b> . Wide-open violet-blue flowers, large size.
		Each 25c.; dozen \$2.50.
		<b>WHITE GIANT</b> . Pure white, with reflexed petals.
		Each 10c.; dozen, \$1.00.
		<b>WHITE GLORY</b> (Ruffled). Fine white with pale blue throat; very attractive spike.
		Each 15c.; dozen \$1.50.
		<b>WHITE WONDER</b> . Pure white.
		Each 10c.; dozen, \$1.00.
		<b>WINSOME</b> . Blush pink, shaded carmine; large round flowers in a fine spike.
		Each 8c.; dozen, 85c.
		<b>WILBRINK</b> . Pale rosy-pink; very early.
		Each 8c.; dozen, 80c.
		<b>W. H. PHIPPS</b> . Flesh pink, finest gladioli in existence.
		Each 20c.; dozen, \$2.00.

## MISCELLANEOUS BULBS

**AMARYLLIS Halli** (*Lycoris Squamigera*). A perfectly hardy bulb of the Amaryllis family. They produce attractive green foliage in the early Spring; later the flower stalks appear, and develop an umbel of large Lily-shaped delicate pink flowers shaded with clear blue. 2 ft. Each \$1.00; dozen, \$10.00.

**AMARYLLIS Formosissima**. A most beautiful house or conservatory plant, having large lily-like flowers, of bright red, crimson, pink and flesh shades, with deeper veins. Very easily grown.

Each \$1.00; dozen, \$10.00.

**CALLA**, Mrs. Roosevelt. Remarkable for its spotted foliage; flowers are white, tinged amber.

Each 35c.; dozen, \$3.50.

**HYACINTHUS (Galtonia) Candicans**. A noble plant bearing in late Summer massive spikes of from 40 to 50 snow-white, bell-shaped flowers.

Each 10c.; dozen, \$1.00.

**TIGRIDIA Pavonia** (Tiger or Shell Flower). A semi-hardy bulb requiring same treatment as G'adioli. Grows about 18 inches to 2 feet high, bearing wide open 3-lobed flowers of bright red, spotted yellow and purple.

Each 30c.; dozen \$3.00.

**ZEPHYRANTHES ROSEA** (*Zephyr Flower* or *Fairy Lilies*). Beautiful dwarf, bulbous plant, very effective for massing in the border, flowering with great profusion of pink flowers during the Summer. They are also suitable for pot culture.

Each 25c.; dozen, \$2.00.

### "SURPRISE" GLADIOLUS MIXTURE

This collection is offered to those who desire to plant liberally for cut flowers. 100 bulbs, all sure bloomers (1 1/4 in. and up) in a choice and varied assortment, prepaid anywhere in the U. S., for (Cash, Check or Money Order).

(Or 30 bulbs for small gardens, \$1.00)